

EXECUTIVE SECRETARIAT ROUTING SLIP

TO:

		ACTION	INFO	DATE	INITIAL
1	DCI		X		
2	DDCI		X		
3	EXDIR				
4	D/ICS				
5	DDI				
6	DDA	X			
7	DDO				
8	DDS&T				
9	Chm/NIC				
10	GC				
11	IG				
12	Compt				
13	D/OCA				
14	D/PAO				
15	D/PERS		(X)		
16	D/Ex Staff				
17					
18					
19					
20					
21					
22					

SUSPENSE

Date

Remarks

Executive Secretary

20 Oct '87

Date

3637 (10-81)

ROUTING AND TRANSMITTAL SLIP

Date

22 OCT 87

TO: (Name, office symbol, room number,
building, Agency/Post)

Initials

Date

1. DIRECTOR OF PERSONNEL

2.

3.

4.

5.

Action	File	Note and Return
Approval	For Clearance	Per Conversation
As Requested	For Correction	Prepare Reply
Circulate	For Your Information	See Me
Comment	Investigate	Signature
Coordination	Justify	

REMARKS

#1 - FOR ACTION: PLEASE PROVIDE NAME OF
INDIVIDUAL TO THE CHAIRMAN OF THE
NATIONAL ENDOWMENT FOR THE ARTS.
PROVIDE DROP COPIES TO ER AND DDA.

SUSPENSE: 30 OCTOBER 1987

DO NOT use this form as a RECORD of approvals, concurrences, disposals,
clearances, and similar actions

FF

Room No.—Bldg.

Phone No.

5041-102

*U.S.GPO:1986-0-491-247/20047

OPTIONAL FORM 41 (Rev. 7-76)
Prescribed by GSA
FPMR (41 CFR) 101-11.206

THE WHITE HOUSE
WASHINGTON



October 16, 1987

MEMORANDUM FOR THE HEADS OF DEPARTMENTS AND AGENCIES

Excellence in design is integral to the Federal Government's responsible stewardship of public resources. Good design unites art with purpose. It is part of our taking pride in America. It should not be viewed as a luxury added on at extra cost but as a process for increasing the efficiency and quality of our lives. Our ability to compete effectively in international markets depends largely on an often overlooked, but integral element -- design quality.

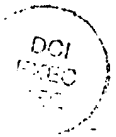
It was for these reasons that I established in 1983 a Presidential Design Awards Program to recognize successful achievement in federal design and inspire standards of excellence throughout the government. This initiative was designed to build on the achievements of the Federal Design Improvement Project of the National Endowment for the Arts. The awards, which I conferred on Federal agencies in January 1985, generated national attention to the best of our Federal efforts.

Therefore, I am pleased to announce Round Two of the Presidential Design Awards. It is my hope that the Awards competition and public recognition of our federal "best" will encourage greater federal leadership in, and attention to, good design.

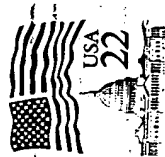
As in 1983, I have asked Frank Hodsoll, Chairman of the National Endowment for the Arts, to implement the Presidential Design Awards Program. I know he will enjoy your full support.

Please designate an individual with an appropriate background and position to be your liaison with the Endowment to help ensure the success of this program.

Ronald Reagan



THE WHITE HOUSE
WASHINGTON



The Honorable William H. Webster
Director of Central Intelligence
Washington, D.C. 20505